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81st Annual Forum

May 9-14, 1954

ATLANTIC CITY

SOCIAL WELFARE — 1954

INVENTORY & OPPORTUNITY



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THE CONFERENCE BULLETIN of the

National Conference of Social Work
22 West Gay St., Columbus 15, Ohio

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WINTER, 1954

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Introducing Naco - A new staff member

We take great pleasure in introducing a new staff member who will have responsibility for special membership promotion and certain delicate public relation matters during the Annual Forum.

Naco is not a typical staff member who fits into an ordinary position classification. As a matter of fact, the Conference administration was unable to secure any data regarding Naco's wide education and work experience. We have been unable to prepare a job description because this is a new experience for us and Naco demanded considerable latitude and scope.

We are able to announce, however, that Naco will lend his unusual talents in trying to reach those friends of ours who are not impressed with our mundane membership appeals and who may respond to a lighter touch.

The Program Committee has called upon Naco to help with several problems we have been concerned with for some time — the problem of filling the front seats at our meetings and the irritating annoyance to our speakers caused by "floaters" who come late to meetings and leave in the middle of a talk.

We can assure our members that Naco will earn his salary — which incidentally cannot be disclosed or even calculated in dollars and sense, as long as the Convention Bureaus and our printers Christmas candy holds out.

I'm sure you'll agree that something has been added to the National Conference of Social Work and you join us in welcoming Naco.

Naco couldn't find time in his busy life to get to a photographer before this issue goes to press, but we promise you his picture in a future issue of the *Bulletin*.

Change in Headquarters Hotel

The American Association of Medical Social Workers will have the Brighton Hotel as headquarters instead of the Ritz-Carlton as previously indicated.

Letter to the Editor

A COMMENT ON THE STATEMENT OF BASIC ISSUES.

How can we secure better public understanding of social welfare?

That question implies social distance — interpretation across the chasm and no doubt that is the way it is but would it not be more helpful to state it the other way around—How can we identify to a greater degree with the public?

Have we thought enough about making common cause with others who may go along with us for part of the way and who might be interested in stepping along a bit farther? People who really believe in religion and democracy must share with us our interest in every individual human being. And there are many people who can accept the idea that it is only good sense to use the most scientific knowledge available in striving toward any goal. Scientific knowledge does not go begging for long if it can be demonstrated to save time or otherwise cut costs.

Does not sound social work do just that? Does it not use scientific information from the social sciences, so far as it is available, to help people who get out of step with society to become better citizens — better brothers — to conserve, as it were, human resources *economically*, socially and spiritually?

Yes, I mean spiritually — not in a dogmatic sense but in the sense that, from my point of view, religion can raise a man toward a higher ethical and moral ideal only when he is free to use it for that purpose and does not NEED to use it merely as a means of escape.

So, if any of this comes near the truth, there are many with whom we can join up in a common cause — everyone who would use not only knowledge from the physical sciences but from the social sciences and, perhaps we should say the spiritual sciences (for there must be laws here as elsewhere) in the effort to help people toward happier more useful lives — toward attaining their maximum potentialities in the struggle not alone for economic well being, but for a higher degree of brotherhood in an increasingly democratic society. S. R.

Conference Meetings

The Steering Committee of the Committee on Nominations is meeting in Columbus on February 12 and 13 to consider the nominations submitted by members of the Conference, Associate Groups and others for positions in the Conference. The committee is composed of Ella Read, Chairman, Rudolph Danstedt, Vice Chairman, John McDowell and Gladys Hall.

The officers of the Conference will hold their regular Spring Meeting in New York on March 22 at the Carnegie Endowment International Center.

Bulletin Advertising

The Conference Bulletin will accept ads from Associate Groups and their affiliates and exhibitors approved by the Executive Committee. Rates may be secured by writing the *Bulletin* Editor.

Manuscripts for Loan

The staff is sounding out the feasibility and desirability of collecting and listing State Conference, National Conference and perhaps other Conference papers to be loaned to anyone requesting them. Many excellent papers are presented at conferences which never get into print or if they are published in proceedings, they are not available to those outside of the state or to others not receiving the proceedings.

For many years we have been trying to solve the problem of making more papers available. Costs of reproduction and the difficulties involved in selling them to meet costs have prevented the development of any practical plan. The publication of Selected Papers by N. C. S. W. has been one effective method of increasing the number of N. C. S. W. papers made available.

The plan to collect state conference and perhaps other papers will not fill the need but it may fill it partially or lead to the development of a more satisfactory plan. It is thought of as an experimental plan to test demand, supply and methods. State conferences seem to be having difficulties in publishing proceedings and possibly the present proposal could serve in lieu of printed proceedings in some states.

There are many difficulties envisioned in promulgating the plan. One is the problem of listing papers made available for loan. It is hoped that they can be listed in the N. C. S. W. bulletin, assuming that the total number of papers is not too great. Lists can be made available to state conferences or other organizations for duplication and distribution to members or selected groups of individuals and organizations. Another problem is securing properly edited papers. Many papers presented at conferences are not in final form, suitable for distribution.

N. C. S. W. proposes that papers be sent to the office in Columbus, Ohio, loaned on request. It is not contemplated that the papers will be edited or reproduced, nor can they be indexed or elaborately classified, unless the volume of papers and requests becomes too great, N. C. S. W. hopes to be able to provide this service without charging for it. We have asked all state conferences whether they like the idea, whether they would have papers to contribute and about how many. The responses so far have been favorable but not enough have been received up to the time of going to print to justify entering upon the plan.

NCSW Member Wins Distinction

Ceevah M. Rosenthal, a social worker, is among the Ten Young Women of the Year who received 1953 Merit Awards from *MADemoiselle* magazine today.

For the eleventh year in succession these awards have been presented to ten young women who — with one exception — range in age from their late teens to the early thirties and "whose outstanding accomplishments during the year have had significance for women everywhere," according to Betsy Talbot Blackwell, *MADemoiselle's* Editor-in-Chief. In making the awards Mrs. Blackwell cited Miss Rosenthal "for her resourcefulness in the field of social work and her outstanding contribution to the welfare of epileptics."

After graduation from Agnes Scott and the N. Y. School of Social Work, Miss Rosenthal was working at Columbia's Neurological Institute when she became interested in the problems of epileptics. She organized the Committee for the Rehabilitation and Research in Epilepsy and on her own initiative obtained financial support and stimulated the development of a program for epileptics — the first of its kind in the United States. It combines medical treatment, research, vocational training and social adjustment.

Two New Associate Groups

Added to the list of Associate Groups are the following agencies:

Child Study Association of America
132 E. 74th Street
New York 21, New York
Girl Scouts of the U. S. A.
Metropolitan Councils Conferences
155 E. 44th Street
New York, New York

These groups acquired associate group status after the advance notice went to press. We are sorry not to have been able to list them there.

We would like to know what the demand for such service is likely to be. If you would like to see this service established or if you have any suggestions please drop us a card or letter.

HAVE YOU MADE YOUR ATLANTIC CITY HOTEL RESERVATION?

Forms for hotel reservations for the 81st Annual Meeting at Atlantic City have been mailed to all Conference members. If you have not received yours, write to the Conference office for one. All requests for reservations should be submitted on this form.

PLAN NOW TO BE IN ATLANTIC CITY MAY 9 - 14, 1954

Impressions

Many comments on the Annual Forum come to the Conference office directly and indirectly. Here is one that is just too good to keep. —

"One word summarizes the Annual Meeting of National Conference of Social Welfare — EXCITEMENT!!

For weeks after you found out you could go you had marked the voluminous preliminary program so you'd know just what meetings you would attend. They've foiled you though! The official program they gave you when you registered was even bigger and better. Like Stephen Leacock's horseman you fling yourself in the saddle and ride off in all directions at once. You work to the wee hours the first night on a new schedule using a painful process of elimination. You perfect a schedule with every minute planned — but each daily bulletin tells you of something new you'd like to attend, or . . . the excitement of a friend about section meetings he's attending brings you back to your program scowling over your inability to be in two places at once.

But 5000 people at one conference . . . why, that's more people than you'd find in most towns in Florida! You're amazed that in this crowd you can find old friends who are now scattered all over the nation.

In the meetings you are afraid to take notes because you might miss something . . . afraid not to because you might forget something. You'll re-read books and articles when you get home that seemed dull and dry because now you've heard emphasis, wisdom and wit in the voice of their authors. Now you'll hear their voices in their written words.

Fritz Redel, in his inimitable rapid fire delivery, squeezes a three-hour lecture into an hour-and-a-half. You're amazed that his theories are down where you work and not up where only the intellectuals can philosophize on them. This is stuff you can use!

Albert Deutsch brings out new ideas so easily understood by even you that it seems they were on the tip of your tongue all the time. It's invigorating to be with people who are discussing the same problems you thought were limited to your own little world. They have worked out some phase of a problem you've wrestled with and you have solved a problem with which they are concerned. You share and grow.

Meetings, Meetings, Meetings . . . morning, noon and night. You've enjoyed it, but you're glad it's over. You're as limp as a saturated blotter. You're glad to be home but one thing is certain. You'll go again."

Paul Herbert for the Fla. State Conference

Proceedings of the New Orleans Institute

As announced in the Fall Issue of the Bulletin, the proceedings of the New Orleans Institute on Methods of Social Action are being issued. The editors are Irving Weissman and Ludwig Guckenhimer, with a Foreword by Joe R. Hoffer. The

Proceedings are now in production and will be available in limited supply at \$1.25 each about February 15. (\$1.00 to regular members.) Order your copy from the Conference Office.

Employment Service for Social Workers

Again in 1954 a public employment service office for social workers manned by employment specialists, will be a feature of the National Conference of Social Work. An evaluation of the 1953 special placement service experience at Cleveland indicated clearly that social workers want this service. Hence, a similar service, with planned improvements, will be offered.

The job clearing house will be provided by the United States Employment Service in cooperation with affiliated State Employment Services. The specific purpose of the plan is to provide arrangement for bringing job orders and job applicants in the social work field together. A centrally placed booth, staffed by experienced employment service interviewers will be available to bring together interested applicants and agency representatives who have listed vacancies.

Using the service is simple:

If planning to attend the Annual Forum

1. An employer looking for staff registers his vacancy and a social worker looking for employment registers his application at the nearest local employment office. There are 1800 State Employment Service local offices, each having the appropriate forms and willing to assist in completing the forms. Applicants are urged to prepare a brief resume of education and experience, job and location preferences and desired salary. This resume will be attached to the employment service form. All orders or applications not filled locally will be forwarded to the Conference.

2. Early registration is advisable. The deadline for advance filing is April 14.

3. USES will endeavor to screen and match candidates for employers and job opportunities for applicants in advance and have this material assembled when the person activates his registration at the Annual Forum.

4. The employer or the applicant must check in at the Employment Service booth immediately upon arrival to activate his registration (see 3).

5. While applications and orders will be taken at the Conference, the Employment Service cannot give these individuals the same service in screening and matching as to those who registered in advance.

Help avoid some of last year's confusion and long waiting lines by registering early, prior to April 14.

6. All orders or applications filed will be returned to the local office after the Conference to follow through as to whether they have been filled. If not, the local office, through the regular machinery of its own and of the Regional employment offices, will continue to try to fill them.

All State Employment Service local offices accept social work applications on a year round basis as a regular part of their service.

CONFERENCE PERSONALITIES



ALBERT DEUTSCH is a free lance magazine writer on health and welfare topics. From 1936 to 1940 he acted as research associate for the New York State Department of Social Welfare.

He was a newspaper columnist specializing in health and welfare, from 1940 to 1949 for *P.M.*, *N.Y. Star*, *N.Y. Post*, and *N.Y. Daily Compass*.

Mr. Deutsch is the author of "The Mentally Ill in America"; "The Shame of the States"; "Our Rejected Children"; co-author of "The History of Public Welfare in New York State, 1867 to 1940"; and the author of numerous articles in professional and lay magazines.



VIOLET M. SIEDER is an associate in the Health and Welfare Planning Department of Community Chests and Councils of America, Incorporated. She has had wide experience in social work, both in the public and private welfare field.

After graduation from the University of Chicago School of Social Service Administration her employment included County and State Department of Welfare in Maryland, and employment with the United States Children's Bureau, where she was consultant in Child Labor Administration.

Miss Sieder was formerly executive secretary of the Bronx Council for Social Welfare, an affiliate of the Welfare Council of New York City. In her capacity as associate in the Health and Welfare Planning Department of CCC, Miss Sieder serves as consultant to local communities on problems of health and welfare planning.



DR. LEONA BAUMGARTNER was recently appointed Commissioner of Health for the City of New York. Dr. Baumgartner first joined the City Health Department in 1937. She served as Medical Instructor in Child and School Hygiene, Director of Public Health Training, District Health Officer, and Director of the Bureau of Child Hygiene. In 1949 she was appointed assistant commissioner in charge of maternal and child health services. She resigned last April to become executive director of the New York Foundation, a philanthropic fund in the field of public health, education and welfare.

In 1945 Dr. Baumgartner received the American Design Award for creative work in designs for living for children. Then in 1947 Kansas University Alumni gave her their Distinguished Service Award for a fellow alumna. She was honored in January 1950, in commemorating the 101st anniversary of Dr. Blackwell's graduation as America's first woman doctor, when she received the New York Infirmary's Elizabeth Blackwell Citation, as "a physician who has reached a distinguished position in the field of medicine."

A member of the Executive Board of the American Public Health Association, Dr. Baumgartner is also a fellow of the American Academy of Pediatrics, a member of the American Pediatric Society, on committees of the National Research Council, a member of the American Medical Association, and other scientific organizations. She is the author of numerous scientific papers and has written many articles of a more popular nature.



DR. E. M. SUNLEY has, since 1947, been the Director of the School of Social Work at the University of Denver. His professional social work experience includes: Caseworker, United Charities, St. Paul, Minnesota, 1927-1930; Field Representative, Bureau of Social Welfare, State University of Iowa, 1930-1933; Instructor, Department of Social Administration, State University of Iowa, 1933-1935; Acting Head, the Graduate Division of Social Administration, University of Louisville, 1936-1937; and Head of the Department of Social Work, West Virginia University, 1938-1947.

Dr. Sunley has held many positions in national, regional and local social welfare organizations. Currently in addition to being a member of the Executive Committee of the National Conference of Social Work, he is Chairman of the Division of Graduate Schools, Council on Social Work Education, and a member of the Executive Committee of the Commission on Schools and Departments of Social Work of the same organization. He is also a member of the Board for the Denver Department of Welfare, Board Member of the Colorado Citizens Committee on Children and Youth, member of a regional program committee for the American Public Welfare Association, and Co-Chairman of the Program Committee for the Colorado Conference of Social Welfare.

Dr. Sunley is the author of a book entitled *The Kentucky Poor Law* and has published several social work articles and pamphlets. He has his doctoral degree from the School of Social Service Administration, University of Chicago.

Operation Buzz Sessions

Operation "Buzz Sessions" is the code name for the annual meeting of members of the National Conference of Social Work held last June during the Cleveland Annual Forum. The purpose of the operation was to recommend ways in which the Annual Forum could be improved. The method used was a simple but effective technique commonly known as buzz sessions, dividing the audience of 300 into groups of approximately eight persons each so that more intimate and intensive consideration could be given to the problem at hand. The participants represented a good cross-section of the Conference membership from a fairly wide geographic area and from the specialties in the field of social welfare.

Mrs. Sophia M. Robison of the New York School of Social Work served as Consultant to the Evaluation Committee and summarized the results of the buzz sessions as well as the suggestions which were deposited by thirty persons in the "suggestion box". In the main, suggestions related to (1) General Sessions, (2) Section and Common Service Committee meetings, (3) Relation between Associate Group meetings and those planned by the Conference Program Committee, (4) Registration and (5) a group of general and miscellaneous suggestions. A full report has been presented to the Executive and Program Committees of the Conference. A brief summary of the highlights of Mrs. Robison's report will be presented here together with a report on action taken or being contemplated by the Conference to correct some of the weaknesses and to introduce new methods which will strengthen the Annual Forum.

1. General Sessions

There were at least three proposals made as to the plan of General Sessions. First, that the speakers should be inspirational and thereby set the tone of the Annual Forum in a forward looking, philosophical key articulating the aims and goals of social welfare; Second, that the speakers should present a comprehensive report on the state of the union in regard to social welfare—its gains and its losses during the previous year; Third, that the speakers present different points of views on existing controversial social welfare issues of the day.

2. Section and Common Service Committee Meetings

The major suggestions presented for the improvement of these meetings were far-reaching and worthy of immediate attention. The first one introduces the principle of long-term planning by the Conference Program Committee rather than the present practice of planning for one year only, i.e. to plan for a two year period or even longer so that some continuity and more intensive treatment could be afforded selected subjects. Another idea which was given some support was that a better coordination with State Conferences and other groups having major forum function, should be encouraged so that selected subjects might be explored and refined before being introduced on the Annual Forum program.

3. Relation Between Associate Group Meetings and those planned by the N.C.S.W. Program Com.

The major criticism pointed to the apparent lack

of a clear distinction and the possible overlapping of subject matter and membership. An appeal was also made for more meetings of interest to lay-men and volunteers.

4. Registration

The suggestions offered by the members were all focused on speeding up the process of registration and improving information about registrants.

5. General and Misc. Suggestions

The most prevalent criticism of the Annual Forum dealt with the conduct of the meetings — ineffective chairmen who give speeches, speakers with no terminal facilities, no opportunity for discussion when it is announced in the Program, and lack of attention to the physical comforts of the attendees.

There were a number of suggestions directed toward the improvement of the content of the presentation by the speakers — advance circulation of manuscripts and a brief summary by the speaker to set the stage for discussion, presentation of shorter papers with less generalities, improved reading of manuscripts and the like. The Conference Executive and Program Committees and representatives have given careful consideration to these and other suggestions included in Mrs. Robison's report. There were some contradictory comments, e.g. (a) that the Annual Forum should have fewer meetings and that there be more small meetings for intimate discussions; and (b) that there should be more local participation and new faces and at the same time that speakers be chosen on the basis of their ability to speak as well as their erudition. But in the main the comments were in general agreement and they were practical and realistic and therefore within the power of the Conference and the Associate Groups to achieve. However, there is one problem we must face, the art of speaking and presenting subject does not come easily and there is a dearth of top performers. Our problem now is to try to effect these needed improvements.

The following ten point program has been adopted for the Atlantic City Annual Forum.

1. Opening session — the speakers will give a report on the state of the nation in regard to social welfare.
2. Several meetings are being planned to present both sides of current controversial issues.
3. At least one speaker will be chosen who will be asked to give an inspirational message.
4. Program Committee have agreed to introduce the principle of long range planning by selecting several experimental areas.
5. State Conferences and other organizations will be approached for closer coordination and participation in program planning.
6. Speakers manual has been prepared and Chairmen have agreed to emphasize the importance of their role.
7. Chairmen will be informed of our concern and reminded of their responsibilities in the conduct of meetings.
8. The Committee on Combined Associate Groups has given special attention to relationship between subject matter presented by the A.G.'s and N.C.S.W. Program Committee

Program Committee Seeking Contributions

It is not too early for anyone who believes that he or his organization has a contribution to make to the Annual Forum program to start thinking about 1955. The new plan for contributed papers, which was announced in the Summer 1953 issue of the *Bulletin*, resulted in a number of abstracts being submitted for consideration by this year's Program Committee. All abstracts received prior to October 1, 1953 are being studied by the Program Committee, and each author will receive notification as to whether or not his paper can be used.

Many abstracts, however, were received too late to be considered for the 1954 Annual Meeting, and they are being held over for distribution to the 1955 Program Committee. October 1, 1954 will be the deadline for abstracts for the San Francisco Annual Forum, but everyone is urged to submit them as far in advance of that date as possible.

Each abstract should be not more than 300 words in length and should be accompanied by (1) an assurance that a full text of the paper will be available in advance if requested; (2) an assurance that a final text of the paper will be ready in April, 1955, if it is to be on the program; and (3) a statement as to whether or not the author could, if invited, be in San Francisco, to deliver the paper in person.

All abstracts received will be forwarded to the appropriate Section or Common Service Committee for consideration along with other program suggestions. Any papers accepted for inclusion on the program will be scattered through the regular sessions, indistinguishable from those which have been written at the explicit request of the Section or Committee.

NCSW Executive Committee Meeting

The fall meeting of the Executive Committee was held in Columbus on November 20 and 21. Attendance was excellent with only 4 members finding it impossible to attend any part of it. Arch Mandel was re-elected Treasurer of the Conference for 1953-54. As has been the plan for several years, the members were divided into 4 sub-committees each of which considered separate phases of the Conference program. The principal discussions centered about the forum vs social action role of the Conference, the instigation of a new N.C.S.W. award, the publication program, plans for the 1957 Annual Meeting, the budget for 1954-55, and discussion of the program for the Atlantic City meeting.

9. Registration will be given top priority for staff and the improvement of mechanics.
10. Criteria will be formulated and evaluation made of specific meetings with attention directed toward improvement.

It is my belief that Operation Buzz Sessions was one of the most profitable projects undertaken by the Conference. The results were very useful and stimulating for improving future planning and administration.

Joe R. Hoffer

Film Notes

by JOHN HORWITZ

THERE'S A WAY (20 minutes) British Information Service, 30 Rockefeller Plaza, New York, New York — The story of a developing occupational therapy and rehabilitation program in a small city. Problems of the hospital board in financing the program, and a dedicated director's ingenuity in "making do" with improvised equipment lend a real life vividness to the story. Emphasis in the O.T. program is on salvaging and rewinning work-a-day skills, from the painter who must climb ladders, to the housewife who has special holders designed for her mixing bowls. A "team" approach is featured, with the medical social worker playing a crucial role not only in planning with patients, but in community contacts as well.

DRUG ADDICTION (22 minutes) Encyclopaedia Britannica Films, Wilmette, Illinois — A detailed exposition of the problems of a teenage boy who is persuaded to buy drugs. From a clinical perspective, the situation in which he finds himself and available resources are effectively explored. However, the role of peer-group pressure is not treated as central, affecting the usefulness of the film.

ROOTS OF HAPPINESS (25 minutes) National Association for Mental Health, 13 East 37 Street, New York 16, New York — A touching presentation of the factors in inter-family relations that make for happiness and personal strength. Shows simply but vividly how a truly mature parent helps his children grow. This picture, produced on location in Puerto Rico, is noteworthy for its pointed demonstration that a very very modest rural home can be a good home when the people living there love and have respect for one another.

MAKING MASKS (12 minutes) International Film Bureau, 57 East Jackson Boulevard, Chicago, Illinois — A lucid presentation of technique in *papier mache* work; useful for staff training and with the children themselves.

THE LIVING CITY (30 minutes) Encyclopaedia Britannica Films, Wilmette, Illinois — A clear presentation of problems in city planning and urban redevelopment. Organization problems and techniques at the neighborhood level are gone into in a little detail. A fine jumping-off-point for discussions with either professional or lay groups.

THE SON (27 minutes) National Film Board of Canada; Encyclopaedia Britannica Films, Wilmette, Illinois — Opinions were divided at our preview. Some felt this picture to be excessively long and without a clear point. Others were impressed by the delicate sensitivity to rhythms of rural life. The story of a grown son of a family, restive and resentful because his father seems unwilling to let him achieve independence and adult status. The plot revolves around the resolution of what almost promised to become a severe personality disorder. The picture might prove especially valuable in opening up discussion of the scope of a father's authority, either with rural groups, or even those in urban settings with patriarchal historical backgrounds.

(Continued on Page 8)

Social Action in Social Welfare

*Index of Papers on Social Action
Appearing in the Proceedings of the
National Conference of Social Work
Excerpt from Trends in Community Organization by
Monna Heath
1914 — 1952*

Promotion of Legislation

| | | |
|---------------------|---|------|
| Andrews, J. B. | "Legislation as a Means of Establishing and Maintaining Standards of Living and Labor." | 1914 |
| Benjamin, P. L. | "Techniques of Social Action: Securing Social Legislation." | 1945 |
| Bouterse, A. D. | "Marshaling Public Support for Social Legislation." | 1948 |
| Breckinridge, S. P. | "Promotion of National and State Social Legislation by Social Workers" | 1934 |
| Bruno, F. J. | "The Cooperation of Social Workers with Public Officials in the Enforcement of Law—From the Point of View of Social Workers with Private Agencies." | 1923 |
| Chickering, M. A. | "The Part Social Workers Have Taken in Promoting Social Legislation in California." | 1935 |
| Foster, M. W. | "Legislation, Cooperation, and the Board." | 1946 |
| Hayden, A. M. | "Organization of Social Forces for the Prevention of Blindness." | 1938 |
| Hayden, A. M. | "Organizing the Community for Social Action." | 1942 |
| Johnson, L. J. | "The Case Worker Looks at Legislative Planning." | 1933 |
| Kenyon, D. | "Technique of Utilizing American Political Machinery to Secure Social Action." | 1936 |
| Lurie, H. L. | "The Part Which Social Workers Have Taken in Promoting Social Legislation in New York State." | 1935 |

FILM NOTES (Cont'd)

IN SEARCH OF HOME (11 minutes) National Film Board of Canada—In discussing problems of the social worker in selecting adoptive parents, this film seemed to our preview panel to be excessively judgemental in pointing up hazards to the child. The picture might well lend credence to complaints that professionals (in their efforts to meet their obligations to dependent children) can be hurtful to all-too-human adults. A certain usefulness may be found for this film in focusing professional staff discussions—but careful preview and extended reflection seem indicated before endorsing the movie for lay audiences.

| | | |
|-------------------|--|--------|
| Magee, E. | "Opportunities for Social Workers to Participate in Social Legislation." | 1935 |
| Markey, S. B. | "Legislative Procedures and Problem in a Community Welfare Council." | 1949-s |
| Maslen, S. | "Methods of Social Action on Housing Legislation." | 1944 |
| Minton, E. | "Changing the Program of a Public Welfare Agency." | 1941 |
| Rockwood, E. | "Organizing the Community for Legislative Reform." | 1928 |
| Wing, Virginia R. | "Arousing Voters to Action: A story of a City Campaign." | 1929 |

Social Action — General

| | | |
|-----------------|---|--------|
| Altmeyer, A. J. | "Social Work and Broad Social and Economic Measures." | 1948 |
| Borders, K. | "Social Workers and a New Social Order." | 1933 |
| Coyle, G. L. | "Group Work and Social Change." | 1935 |
| Dexter, R. C. | "The Responsibility of Social Workers as Interpreters of Industrial Problems to the Community for Their Clients." | 1920 |
| Douglas, P. H. | "Social Work Policies and Collective Bargaining." | 1935 |
| Fitch, J. A. | "The Nature of Social Action." | 1940 |
| Fitch, J. A. | "Social Workers and the Spirit of Unrest." | 1919 |
| Hall, H. | "The Consequences of Social Action For Group Work Agency." | 1936 |
| Hathway, M. | "Social Action and Professional Education." | 1944 |
| Hodson, W. | "The Social Worker and Politics." | 1929 |
| Hoey, J. M. | "Human Rights and Social Work." | 1949-s |
| Kahn, D. C. | "Social Action from the Viewpoint of Professional Organizations." | 1940 |
| Lane, R. P. | "An Agency Initiates Social Action." | 1946 |
| Lurie, H. L. | "Social Action: A motive Force in Democracy." | 1941 |
| Maslen, S. | "Guideposts to Social Action." | 1941 |
| Pray, K. L. M. | "Social Work and Social Action." | 1945 |
| Sieder, V. M. | "The Community Welfare Council and Social Action." | 1950-s |
| Van Kleeck, M. | "Our Illusions Regarding Government." | 1934 |
| Van Kleeck, M. | "Social Planning and Social Work." | 1932 |

Since 1949, there has been more than one volume of the official Proceedings of the Conference. Year-s stands for Social Work in the Current Scene. No papers appeared in Selected Papers on Casework, Selected Papers in Group Work and Community Organization or Selected Papers on the Aging.

Report on a Social Welfare Exchange Project

Most people connected with social welfare agencies are more or less familiar with the various exchange programs through which social workers and individuals from related fields have been coming to the United States for study and observation in the years since World War II. These programs are under various auspices, including the United Nations, the Specialized Agencies, the United States Governments and individual voluntary organizations. One of the largest programs in terms of numbers of visitors to this country has been the plan by which the U.S. Government has brought more than 10,000 Germans to this country.

It is not so generally known, however, that for the past two years the Government of the Federal Republic of Germany has had its exchange program, through which small groups of Americans have been invited to visit in Germany as guests of the Government. Among the groups which have gone to Germany under this plan have been two groups of social workers—the first group in the fall of 1952 and the second in the summer of 1953.

Invitations for these observation tours have been issued through a selected group of national agencies in the United States, each of which has been asked to suggest two or three individuals who might be considered for inclusion. The final decision as to who would receive the invitations has been made by the German Foreign Office in Bonn.

Since the National Conference of Social Work was one of the organizations asked to nominate a group member last year, it was thought that members of the Conference would be interested in learning a little more about the project. Other organizations having representatives in the 1953 group included: American Association of Social Workers, American National Red Cross, Child Welfare League of America, National Board Y.W.C.A., and National Catholic Welfare Conference. The N.C.S.W. was represented by Ruth M. Williams, Assistant Executive Secretary, who is also the Executive Officer of the International Conference of Social Work. It was considered desirable for the Conference representative to be someone who was also active in the I.C.S.W., and the three persons proposed were all in that category. This seemed particularly appropriate last summer, since the decision had just been made that the Eighth International Conference of Social Work would take place in Germany in the summer of 1956, and the trip gave Miss Williams a chance to become acquainted with many individuals who will be working on plans and arrangements for that Conference.

The tour lasted four weeks, and all eight members of the group traveled to Europe together by air. On the same plane were eight architects who were going to Germany for a similar program in their field, and the two groups had their three-day orientation period in Bonn together. This consisted of meetings with Bonn city officials and representatives of the Foreign Office, the Ministry of Social Welfare, the Ministry of Housing and the Office of the U.S. High Commissioner in Germany. Following the orientation the social welfare group visited the cities

of Bielefeld, Hannover, Hamburg, Berlin, Stuttgart, Freiburg and Frankfurt. In each city the program was arranged by one of the large national voluntary organizations of the city public welfare department and included meetings at the office of the organization and visits to various institutions and programs being operated by the agency. In some cities there were opportunities to meet representatives of other social welfare groups in the community. Because of the shortness of time and the desire of the German hosts that the group should get as complete a picture as possible of broad social problems, as well as social agency programs, in present-day Germany, the schedule was a very full one, and there was little free time. However, the trips from one city to another provided excellent opportunities for seeing the German countryside, and most of the host organizations arranged sight-seeing visits within the various cities.

At the end of the trip there was a half-day evaluation session with representatives of the German Foreign Office, which had over-all responsibility for the trip, at which the members of the group were asked to make comments and suggestions for use in planning future tours. All of them agreed that it had been an outstandingly stimulating and valuable experience for them personally, and all reported an increased awareness of the nature and scope of the social problems facing Germany, particularly the overwhelming impact of the steady influx of refugees from the East on society and on the ongoing social welfare agencies and programs. There was general agreement that for future groups a slightly longer period, permitting a slower pace and a little free time in the schedule would be desirable if it could be arranged.

Several members of the group expressed their concern as to how they could make the most effective use of their experience on returning home. They agreed that they would seek out opportunities to inform the American social work community in the United States about the existence of this exchange problem and would also do everything they could, by speaking and writing, to spread the information and understanding they had gained among all interested groups.

All those who participated in the tour said that they could undoubtedly have made better use of the opportunity if they had known farther in advance that they would be making the trip and could then have done some background reading. They felt, too, that with a little more time for more preparation they might have been able to do a better job of public relations for American social work, as the trip offered a unique opportunity to inform a key group of German social workers about American methods, program and philosophy.

These comments were all offered in an effort to assist the German Foreign Office in having the best possible program. It was obvious from the general tenor of the discussion at the evaluation session that those who traveled to Germany this year felt they had been extremely fortunate in being selected to take part.

The Financial State of the Conference

In general, the Conference had a good financial record for the year and closed the fiscal period in excellent condition. Prospects for 1954 also look good, but *our present estimate for 1955 with our Annual Forum in San Francisco needs special consideration and attention.* This situation, I believe, affords an excellent opportunity to review our past financial record and to take a long-time view of our future prospects.

Our Prospects for 1955

The estimate for the 1955 income is \$112,934. This amount is \$2,721 below our 1953 income primarily because of an anticipated drop in the income from registration fees and exhibits. The estimate for the 1955 expenditures is \$124,858. This amount is \$9,113 above our 1953 expenditures because of the increased costs of transportation, especially staff travel, and the policy of the San Francisco hotels in charging for meeting room facilities. Another factor complicates the financial picture for 1955 and it has no relation to the site of the Annual Forum. The expenditures for Salaries and Wages for the Conference staff will reach its peak at that time. This is due primarily to the normal automatic salaries and the increase of payment for retirement. The Executive Committee adopted the present "Pay Plan" in 1950. Cost of living increases totaling 10% were approved in 1951-52. The plan is five steps beyond the minimum step with a 25% spread between the minimum and maximum for each grade. The "Plan" will have been in operation for five years in 1955 and therefore it may be assumed that most salaries will reach the maximum at that time.

We anticipate an operation loss of approximately \$12,000, for the fiscal year ending December 31, 1955. This loss can be met by using our entire Reserve for Annual Forum which was built up for this contingency. However, if we can increase our efforts to secure new members, additional Annual Forum registrations and full participation from our Associate Groups, a portion of this reserve might be retained.

There has been one "saving grace", one immeasurable resource which has been responsible for the present high status and position of the Conference today — the large group of continuing members who have supported the Conference with their fees and talents. We must depend on this group in the future and our major task is to increase the circle of "loyal friends".

We plan to move in several directions during the next few years to maintain our present momentum:

1. **Intensive Membership Promotion**
Our plan is to establish four regional ad hoc membership committees and to increase the tempo of our direct-mail appeal. The ad hoc committees will give special attention to agency membership and promotion with allied groups including business and labor.
2. **Place our "Services Rendered" on a Cost Basis**
The Conference received in 1953 a considerable portion of its income for "services rendered" i.e. \$25,000, or 20% of its income. We have increased this income during the past few years

but additional examination of these costs are needed. These services include such things as exhibits, advertisements and space in our publications, and the International Conference of Social Work.

Functional Costs Study

The latest administrative development in the Conference office has been an experimental functional cost study of the 1953 expenditures by "service functions". The project has a two-fold purpose: (a) to show the proportionate value which the Conference places upon its different activities, and (b) to determine the full costs of major services and activities. Some tentative estimates for 1953 are as follows:

| | |
|--|----------|
| Annual Forum | \$73,822 |
| Publications | \$21,781 |
| Services to State Conferences including Regional Institute | \$ 8,144 |
| International Social Welfare | \$11,924 |

It is our hope to make the functional cost analysis part of our financial reporting procedures and to develop a simple process to determine "total costs" for each of our major activities and services. The results of this study will no doubt have many implications for our future financing. We will be reporting to you these implications with our plans to keep the Conference on a steady keel so that it can continue to be a vital force in social welfare.

The present healthy state of the Conference and the fact that the Annual Forum will be held on the west coast in 1955 reflects the sound and realistic program which the Executive Committee adopted five years ago. During this period the following accomplishments may be noted:

1. Improvement of the Annual Forum Program

The major improvements consisted of the streamlining of the structure i.e. from 12 Sections to three Sections and six Common Service Committees (three of the Committees meet in alternate years); the adoption of a flexible and comprehensive classification of subject material; the introduction of the Combined Associate Group Meetings; and the addition of the Combined Book Exhibit and a Personnel Service.

2. Improved Administrative Operations

Considerable improvement in administrative operations were achieved when improved office quarters were secured and much of the antiquated office equipment was replaced.

3. Adoption of Liberal Personnel Policies

The adoption of liberal personnel policies including a sound "Pay Plan" had improved working conditions and the administrative efficiency of the Conference.

4. Building Reserve Funds for Contingencies and Special Purposes.

The Conference is especially vulnerable to unpredictable circumstances which may seriously effect its income and expenditures, e.g. an emergency railroad strike, or extremely bad weather may reduce materially, not only the registration fees but our income membership during an Annual Forum.

General administrative operation and planning are greatly improved if funds are available to meet these common risks and hazards confronting us. It also encourages planning and creative policy determination.

5. Held the Line with Memberships and Annual Forum Attendance.

In spite of many difficulties the Conference has held the line with memberships and increased Annual Forum Attendance.

6. Increased Services to State Conference and Associate Groups.

The sponsorship of Regional Institutes with selected State Conferences has proven very successful not only to the membership of the State organization but to the National Conference because it has provided some service to Conference members who were unable to attend the Annual Forum. The opening of the New York office has likewise provided additional service to our Associate Groups, especially in the planning of the Combined Associate Group meetings.

7. The International Conference of Social Work

The National Conference made a considerable contribution to the organization of both the U. S. Committee of the I. C. S. W. and the establishment of the International Conference Secretariat on a permanent basis.

8. Other New Services and Activities

A number of new services and activities have been added or incorporated in the Conference Program during the past few years — (a) Conference Theater, (b) Combined Book Exhibit, (c) Personnel Service, (d) Publications, e.g. Selected Papers (two additional volumes per year), (e) Book Service, (f) Regional Institutes.

These new services, we believe, have enhanced our Annual Forum and given the individual and organizational member more for his membership dollar. At the same time it has retained for the Conference its high status and prestige in the field of social welfare.

The Conference Theater, the Combined Book Exhibit and the Personnel Service provides additional and timely secondary common services during the Annual Forum. In many ways these services complement and supplement the extensive program of meetings presented by the Conference and Associate Group Program Committees.

The extension of the Publications program and the introduction of the Book Service (reduced prices to regular members on significant publications) increases the opportunities for a wider distribution of professional literature to our members and the field.

The Conference has sponsored a Regional Institute with a state conference for the past three years namely: Ohio, Massachusetts and Louisiana. These Institutes have not only afforded an opportunity to deal more intensely with such common problems as

Personnel, Public Relations and Methods of Social Action but have strengthened both the National and State Conferences by increasing membership participation and interest.

It is my belief that the Conference can face fully the problems which will be on its doorstep in 1955 but we can improve these services still further if we secure additional support.

Following are a summary Financial Statement for 1953 and charts showing our budgets of Income and Expenditures for 1954:

NATIONAL CONFERENCE OF SOCIAL WORK Statement of Financial Condition

December 31, 1953

| | |
|--|--------------|
| Cash Balance, Jan. 1, 1953 | \$ 10,349.02 |
| Receipts — January 1 - December 31, 1953 | 115,685.18 |
| Total Cash Balance and Receipts | \$126,034.20 |
| Expenditures — January 1 - December 31, 1953 | |
| Expenses | \$115,672.91 |
| From Reserves | 1,480.91 |
| | 117,153.82 |
| Cash Balance, Dec. 31, 1953 | \$ 8,880.38 |

Assets

| | |
|-----------------------------|--------------|
| Cash Balance, Dec. 31, 1953 | \$ 8,880.38 |
| Investments and Savings | |
| U. S. Savings Bonds, | |
| Series G | \$ 9,000.00 |
| Savings | 25,037.92 |
| | 34,037.92 |
| Accounts Receivable | |
| Bruno Book | \$ 273.45 |
| Annual Forum Collectible | |
| Accounts | 172.50 |
| | 445.95 |
| Total | \$ 43,364.25 |

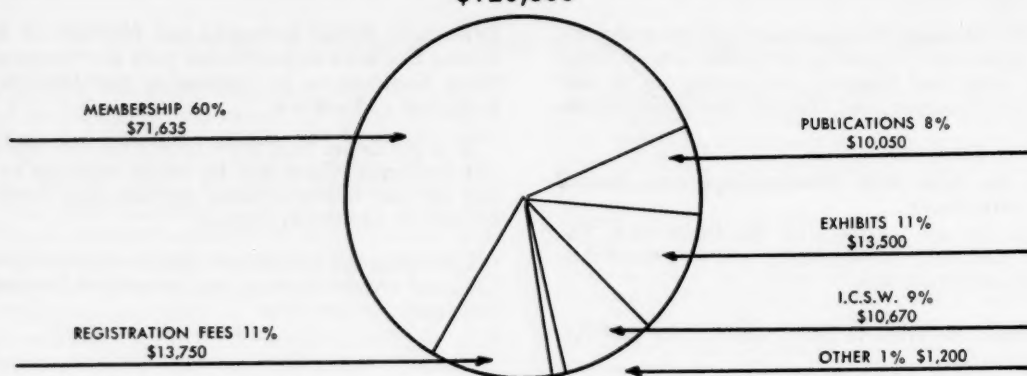
Liabilities, Reserves and Operating Fund

| | |
|--------------------------|--------------|
| Accounts Payable | \$ 273.45 |
| Reserves | |
| Annual Forum Reserve | \$ 12,000.00 |
| Contingency Reserve | 10,000.00 |
| Life Membership Rotating | |
| Fund | 2,200.00 |
| Publications Reserve | 1,676.12 |
| Eduard C. Lindeman | |
| Memorial Fund | 2,726.55 |
| Special Projects Reserve | 3,842.97 |
| | 32,445.64 |
| Operating Fund | 10,645.16 |
| Total | \$ 43,364.25 |

ARCH MANDEL, Treasurer

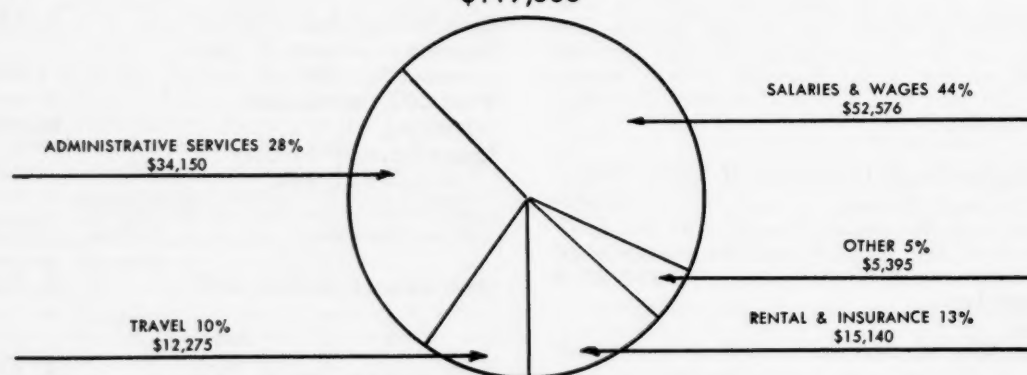
BUDGET OF ANTICIPATED INCOME 1954

\$120,805



BUDGET OF ESTIMATED EXPENDITURES 1954

\$119,536*



*Services to be rendered to the I.C.S.W. are estimated to cost \$10,670 and are included in the appropriate items of the budget.

REGISTER NOW FOR THE SEVENTH INTERNATIONAL CONFERENCE OF SOCIAL WORK

June 27-July 2, 1954

Toronto, Canada

Theme: "Promoting Social Welfare through Self-Help and Cooperative Action"

If you were at the Paris Conference in 1950 or in Madras in 1952, surely you will want to attend this first International Conference to be held in this hemisphere since 1948.

If you have never been able to participate in an International Conference, here is your opportunity. This will be an outstanding gathering with delegates expected from over 40 countries.

It is likely that registrations of Americans for the Toronto Conference will have to be limited. So to be on the safe side —

SEND IN YOUR REGISTRATION NOW

All registrations for this Conference will be handled *in advance*. Attendance will be limited to 1000 paid up members from Canada and the U.S.A.

There will be no registrations taken in Toronto at the time of the Conference.

Use this form or write to secure additional information:

U.S. COMMITTEE OF THE I.C.S.W. ROOM 300, 345 EAST 46TH STREET
NEW YORK 17, NEW YORK

Please send me the following:

- _____ Leaflet containing information about housing and registration
- _____ Information about proposed study tours in Canada before and after the Conference.
- _____ Preliminary program
- _____ Information about I.C.S.W. membership

Signed: _____

Mailing Address: _____

